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ADVANCES IN GLOBAL SERVICES AND RETAIL MANAGEMENT

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ISBN 978-1-955833-03-5

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Effect of Social Media Marketing on Online Retail Performance of Konga Nigeria LTD

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Abstract

In Nigeria, e-commerce companies treat estimated delivery dates with a lack of confidence, as some industry insiders suggested. In an already small and addressable market, potential customers can shop on international e-commerce platform alternatives far more conveniently than on local, fragmented ones. With a market unsuitable for e-commerce, underdeveloped digital payment services and poor logistics and shipping infrastructure have resulted in high operating costs. With that in mind, this study examines the effect of social media marketing on the online retail performance of Konga Nigeria Ltd. In this study, data was collected using a questionnaire technique and a sample size of 80 employees from three corporate offices in Kaduna, Abuja, and Kano was selected and the data were analyzed using a structural equation model using PLS-SEM version 3.2. The results showed that the passive approach to social media marketing was positive and had an insignificant relationship with online retail performance, while the active approach and engagement approach had a positive and significant relationship with online retail performance. Therefore, Konga management must accurately classify key metrics to determine social media engagement, as well as the passive and active style of primary promotional activities.

Keywords: social media marketing, online retail, performance

Introduction

With the advent of smartphone users in Nigeria and the penetration of the Internet, the e-commerce sector has grown exponentially since 2010. Social media is encouraged as an important resource for consumers to make decisions and for marketers to brand their intimate customers relationship (Vinerean & Opreana, 2019). When the Nigerian tech ecosystem emerged almost a decade ago, e-commerce seemed like the idea of a tech online start-up. E-commerce is not seen in Nigeria due to opportunities, and it seems to be hot all over the world (Yakasai, 2017). The bottom line is that socialization strategies through social media are being successfully used to interact with potential customers and consumers. Best of all, this have probably come up with the idea of an online business that serves customers through technology ever (Adeola, Hinson, & Evans, 2020; Nkwo

& Orji, 2017). However, recent developments suggest that reality and industry are not inextricably linked, and that social media is a powerful medium for forming virtual communities where people

can communicate, exchange content, and collaborate (Anderson, 2012). This is due to the fact that clients are already interested in the marketing mix production (Hanna et al., 2011), allowing for more contact with new customers and a heavy reliance on the Internet for correspondence (Fukui & Ohe, 2019; Gunter et al., 2019). Increased customer satisfaction is one of the targets of an online socialization or online social engagement marketing campaign (Amanda, 2019; Cvelbar et al., 2018; Davis Mersey et al., 2010). The popularity of online shopping sites like Jumia, Konga, Payporte, and Yudala has encouraged many people to take advantage of these e-commerce opportunities. With the advent of a more developed economy and the economic tools available to start and grow an online business, 2014 has so far been a great time to shop online to consider entering online retail (Shen, Luong, Ho & Djailani, 2019). Undoubtedly, the African business environment is unique, the consumer market is extensively studied, which makes it unpredictable, and its infrastructure is small and highly fragmented. Therefore, Africa is the most hostile place for large companies to have a positive impact and harsh reality creates a resilient and relentless organizational performance in the world (Shen et al., 2019).

Academic work on social media strategy and performance is limited. This study offers a new perspective on the topic, especially active and passive approaches and engagement on social media, particularly when it comes to organizational performance. Previous academic research (Godey et al., 2016; Kim & Ko, 2012; Phan et al., 2011) has examined how leading brands have acted by developing closer relationships with customers and increasing brand awareness in digital context. As that social media marketing measures are becoming part of the advertising mix in a new communication paradigm to improve performance (Mangold & Faulds, 2009). Though traditional media has a larger influence on brand identity and profitability, social media's proactive approach has a significant influence on brand image and performance (Godey et al., 2016). When social media has progressed from a mere marketing medium to a source of marketing information, it has become more relevant (where businesses can observe, analyze and predict customer behaviour). For marketers to achieve a competitive edge and boost results, it is becoming increasingly necessary to practice messaging and the strategic use of social media (Li et al., 2019; Lamberton & Stephen, 2016). Some experts (e.g., Yakasai, 2017; Otilia, 2016) have pointed out that e-commerce activities are restricted, especially in Africa and Nigeria. Concerns such as Internet access, low literacy rates, payments received, non-existent home addresses, and lack of passive and active approaches are hampering the emergence of traditional e-commerce activities. Companies using traditional international e-commerce business models, such as Kalahari, Konga, and some Naspers e-commerce properties, are struggling to make a profit and stay in business (Konga, Report, 2019).

Although the prospects of e-commerce businesses in Nigeria may be limited by factors such as market size and navigable logistics, they identify factors that can control (e.g. engagement, passive and active approaches in social media marketing) (Li et al. 2020; Ibam, Boyinbode & Afolabi, 2018). In Nigeria, e-commerce companies take estimated delivery dates as a guide and lack of confidence become high, which some industry insiders suspect that most potential customers are much more convenient to shop from alternative international e-commerce platforms than in an already small and addressable market locally (Ibam et al., 2018). There are already remote signs that consumers looking to buy goods online, despite alleged restrictions on the Nigerian tech market, often buy from international giants like Amazon or Alibaba, especially now that they offer direct deliveries to Nigeria (Orji et al., 2018). The market size point is linked to major economic struggles in Nigeria in recent years, with Nigeria itself hosting the majority of the world's

population living in extreme poverty (87 million) (NBS, 2020). That said, the actual size of middle - class services, which have enough disposable income and technology skills to shop online, as Konga does not, seems large enough to support companies that want to serve them. Therefore, this study argues that social media marketing plays a role in improving Konga's online marketing performance.

Müller and Peres (2019) argue that social interaction is highly dependent on the structure of social networks and provides measurable value or equity to companies. In social media studies, researchers have long recognized the importance of social influence in both passive and active approaches to influencing consumer decisions, and recent studies have shown that connection patterns and the power of social connections are more important and intensity on social interaction with interpretation (e.g., Li, Larimo & Leonardo, 2020; Aral & Walker 2014; Katona et al., 2011). Uncertainty about getting orders means e-commerce companies are often used as price charts for customers who then decide to shop offline. The Konga Nigeria case study translated a fragmented market into e-commerce, with underdeveloped digital payment services and a weak logistics and shipping infrastructure leading to high operating costs. Furthermore, the company is reducing its activities in Nigeria, the largest market (Orji et al., 2018). At this point it is clear that the company's management is turning away from "growth at any cost" and is trying to understand the economics of its entities.

For this reason, several studies have shown that social media marketing strategies can mitigate the poor performance of this online business (Li et al., 2020; Ngan & Owusu-Barnaby, 2019; Josal, 2019). As more and more online businesses expand their integrated marketing communications to include social media marketing, there may be an increase in interest in the relevance, effectiveness and efficiency of social media marketing and its effects on business performance (Li et al., 2020; Chen, & Lin, 2019; Gnizy, 2019; Fehrer et al., 2018; Harmeling et al., 2017). Despite the great business opportunities offered by social media, there is no clear definition or comprehensive framework to guide the integration of social media into marketing strategies to accurately understand the nature and role of marketing strategies for social media marketing (Effing & Spil, 2016). Especially for the growing online retail business in Nigeria.

Among the research questions posed, it appears to be an area where the highest priority should be given to obtaining appropriate values to measure social media marketing performance. This is because performance is the end result of this strategy, which is not misunderstood due to the particular nature of social media as a marketing tool (see Jacobson, et al., 2020; Kayumovich, & Kamalovna, 2019; Beckers et al., 2017; Kimani, 2015; Trainor et al., 2014). In particular, it is important to explain short- and long-term performance, as well as the aspects of efficiency, effectiveness and adaptability (Barger et al., 2016). It covers a broader range of strategic issues relating to all aspects of the social marketing mix, such as passive, active and engaging in the context of social media. This will help to achieve better coordination between traditional and online marketing tools (Salem, & Salem, 2019; Kolsarici & Vakratsas 2018; Kumar et al., 2017). In this study, it is argued that the strategy must be based on the above types of approaches in order for Nigeria's e-commerce retail businesses to achieve business goals and improve performance.

With greater optimism, however, managers may be more concerned that investments in social media marketing will lead to greater profits and sales. This will involve the management of Konga Nigeria to expect the company's marketing to reflect their marketing investments and ability to

pay for their business in the short and long term. Previous researchers (e.g., Shen et al., 2019; Trainor et al., 2014) argue that corporate social networking efforts can lead to greater sales and revenue opportunities, although there is not yet enough empirical evidence to support such claims especially for online businesses in Nigeria. The confidence of the research is therefore to fill the theoretical and empirical gaps identified in the existing literature. According to previous research, this study predicts that social media marketing, as a passive approach, active approach and engagement values, has a significant effect on Konga Nigeria Ltd.'s online retail performance.

This study aims to examine the social media marketing for Konga shopping / online shopping performance in Nigeria. The main goal of this research is to add to the literature on social media marketing constructs found in online businesses. The importance of the study will add value to the organization's senior management in improving their performance. More importantly, this study helps managers gain insight into various aspects of social media marketing. Therefore, it is best to highlight the themes of market / competition analysis, macro-environmental scans and targeted marketing, as well as the formation of strong marketing on social networks. Like the opportunities to use and neutralize threats in the context of social networks. This study will be useful for decision makers in regulating digital technology in Nigeria, because the transition of the economy to digital transformation is the focus of government.

Literature Review

This section introduces the concepts of organizational performance and social media marketing, and discusses the theoretical framework of the study and review of the related literature.

Concept of Organizational Performance

Some researchers believe that in the 1970s the concept of performance was about organizational means and goals. Because different ideas and opinions on every achievement contain a clear statement about the concept of organizational achievement published by Etzioni (1960), in which he is of the opinion that the organizational evaluation is often related to the achievement or failure of the set goals and targets is carried out. However, at the suggestion of Etzioni, it does not take into account the resources an organization needs to achieve its goals and aspirations. Several other researchers, Didier Noyé (2002), seem to have similar ideas about organizational performance as Etzioni. Researchers like this argue that the main criteria for organizational performance are growth and long-term survival. In other words, the continuous improvement of organizational performance is the fundamental goal. This explanatory equation causes "effectiveness" or the realization of the components of the organizational performance goals (Jenatabadi, 2015). The arguments of the aforementioned researchers have given the concept of organizational performance a new dimension, namely "relevance" (customer satisfaction), although they cannot resolve disputes in this concept (Jenatabadi, 2015).

Previous studies have treated the concept of organizational performance more carefully and explicitly than other researchers over the same period. According to Lupton, in effective organizations, productivity and member satisfaction and motivation are high, while fluctuation rates, costs and anxiety in the workplace are low or non-existent. However, efficiency (ratio of output to input) and organizational effectiveness are parallel. Both are important components of overall organizational performance that can be measured by maximizing total return of all types.

In short, "effectiveness", "efficiency" and "relevance" are three dimensions of organizational performance that were used as common elements in the definition above (Jenatabadi, 2015).

Social Media Marketing Concept

The implementation of Web 2.0 technologies in participating networks has evolved social media, which has developed exponentially over the last decade (Harrison & Barthel, 2009). Social networking, according to Safko and Brake (2009), is a computer tool that allows users to exchange and generate content, audio, sentences, pictures, and videos in virtual communities and networks. For companies, social media ads with quick access and networking is a must (Hanna et al., 2011). The method of collecting traffic from social media networks is referred to as social media marketing (Dwivedi et al., 2020; Evans, 2012).

Although there are many evaluations that concentrate on social media trends (e.g. Lamberton & Stephen 2016; Salo, 2017), integrative evaluation efforts that focus on a strategic social media marketing context are still lacking. This is attributed in part to the fact that the literature on social media is mostly drawn from various disciplines such as communications, administration, customer psychology, and information technology (Aral et al., 2013). Furthermore, research on social media marketing strategies focuses on very unique, discrete, and scattered facets of the topic, which may generate uncertainty and restrict comprehension (Lamberton & Stephen, 2016). Furthermore, this report only mentions the conceptualization, operationalization, and categorization of social media marketing in passing, limiting theoretical and realistic advancement (Tafesse & Wien, 2018). Passive use of social media, in which only other people's contributions are followed, is associated with depression and lower well-being (Kross, 2017), while active use, which includes publication and interaction with other users, is associated with better well-being and lower levels of depression (Rousseau, Eggermont, & Frison, 2017). (Thorisdottir et al., 2019). These universal approaches are also successful in attracting consumers and reinforcing brand identity, regardless of whether generated content is shared or brought into interaction with communities. Such metrics enable social media researchers to affect the impact of social media interaction on users' effect of sites, posts, and time scores, according to collaborative studies (Gerson et al., 2017; Trifiro, 2019). Researchers may use this method of operation to compare the efficacy of various social networking sites.

Posting your own content, posting other people's content, and liking and commenting on other people's blogs are all forms of "successful use" habits (Escobar-Viera et al., 2018). As a result, we're enlarging this difference by introducing two distinct types of "productive" use: self-oriented and other-oriented. A detailed analysis of the current literature exposes some major discrepancies, especially in terms of the measures used in the discipline to differentiate between active and passive use. Active usage of social networks, according to Verduyn et al. (2017, p. 281), applies to online activity that promotes "direct exchange" between people. Respect, posting, receiving notifications, and bullying other people are manifestations of these habits.

Passive usage, on the other hand, is described in the literature as watching others without making a clear commitment. Other names have been given to this pattern of usage by researchers in the field. Active use is described by Burke and Kraut (2016) as "composite contact," while passive use is defined by Osatuyi (2015) as "tracking." These patterns have been discovered by researchers outside of psychology and communication. Muntinga, Moorman, and Smit (2011), for example,

looked at this trend of actions in terms of promotion and branding and categorized passive use of branded content as "consumption" and active use of branded content as "use." "Creation" or "Contribution." Though there has been detailed research into the effect of user behaviour on user results, there is no simple universal quantitative unit for gathering this data in this discipline. The most popular social media sites on which users can hyperactively target their advertising are Facebook, Twitter, and LinkedIn. Hyper-targeting makes use of not only public profile information, but also private information submitted by the customer (Shih, 2011).

Empirical Review

According to Li, Kim, and Choi (2019), social media platforms are the primary source of marketing messages and brand recognition in the casual restaurant industry. The findings indicate that social media participation indicators differ based on the platform and ad behavior. These findings also suggest that these measures have a positive impact on casual dining success. Ngan & Owusu-Barnaby (2019) conducted research on how small hoteliers have effectively used social media as a platform for online networking. The authors conducted in-depth interviews with entrepreneurs from a number of industries in order to better understand how effective online networking can help entrepreneurs market their businesses.

The use of social media is becoming increasingly relevant as part of a company's strategic portfolio, according to Li, Larimo, and Leonidou (2020), and the conceptualized SMMS production process involves four key components: engine, input, throughput, and output. Shen, Luong, Ho, and Djailani (2019) collect trends in Twitter posts from major IT provider firms as well as related tweets from Twitter users using a text mining technique known as two-step conceptual relation analysis. According to Vinerean and Opreana (2019), social media advertisers use a range of resources to engage with their target audiences in a customized and engaging manner. Instagram has become a prominent social media site for luxury fashion brands in this sense. The effect of luxury brands' social media marketing practices on consumer satisfaction was investigated using big data in a report by Liu, Shin, and Burns (2019). The findings show that focusing a luxury brand's social media marketing strategies on the entertainment, engagement, and trending dimensions greatly improved consumer satisfaction.

Constantinides (2014) argues that social media has altered the market's control system and recommends two social media marketing strategies: A passive approach focuses on using social media as a means of consumer voice and business data, while an aggressive approach focuses on using social media as a direct marketing and marketing campaign PR platform. According to Escobar-Viera et al. (2018), social media allows people to discover their personal identity and share feelings or opinions. At that end, the authors recommend that further studies be conducted to assess the course of this relationship and look at relevant causes.

Theoretical Framework

The resource benefit theory, also known as resource-based extended view theory, and the social penetration theory are the foundations of this analysis in 1973 by Altman & Taylor. The philosophy of resource advantage is one of the priorities of research into the importance of online loyalty measures in business success. According to resource advantage theory, businesses don't rely on their own personal properties, but rather access these resources through various vendors, such as

active group consumers who may impact the company's competitive advantage and efficiency (Zyminkowska, 2019). Organizations have a strong incentive to integrate and collect online loyalty metrics in order to boost business efficiency and maximize revenues (Kim et al., 2016).

Figure 1. Research Conceptual Framework

```
┌─────────────────────────┐
│ Social Media Marketing  │ ─────┐
│  Passive Approach       │      │
└─────────────────────────┘      │
                                 ↓
┌─────────────────────────┐   ┌──────────────────┐
│ Social Media Marketing  │ → │ Organisational   │
│   Active Approach       │   │ Performance      │
└─────────────────────────┘   └──────────────────┘
                                 ↑
┌─────────────────────────┐      │
│ Social Media Marketing  │ ─────┘
│ Engagement Approaches   │
└─────────────────────────┘
```
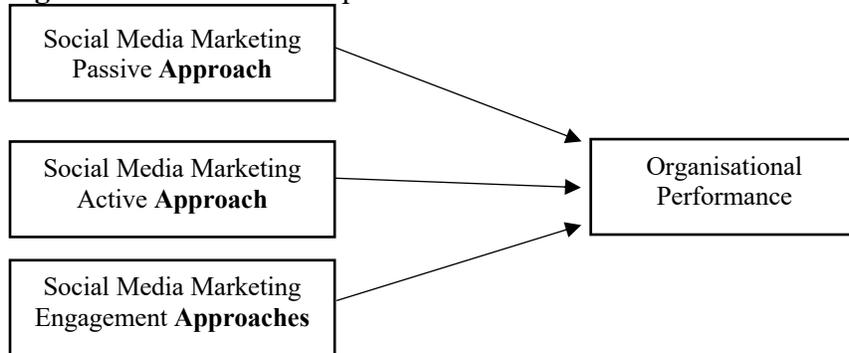
Based on the above discussion, the researcher formulated the research hypothesis as follows.

- **H1.** There is a significant relationship between passive approach of social media marketing and online retail performance of Konga Nigeria Ltd.
- **H2.** There is a significant relationship between an active approach to social media marketing and online retail performance Konga Nigeria Ltd.
- **H3.** There is a significant relationship between the social media marketing engagement approach and online retail performance of Konga Nigeria Ltd.

Methods

Researchers studied the influence of social media ads using a passive approach, an active approach, and an engagement approach on the level of success of the online shopping business Konga Nigeria. Based on efficacy and effectiveness in this analysis using a survey test design process to test the level of performance. As a success indicator, reliability and significance is determined. Quantitative analysis is synonymous with positivism, according to Saunders et al. (2012), since it employs systematic data collection techniques and a deductive research methodology that relies on using data to evaluate hypothesis. Employees of Konga Ltd. in Nigeria became the study's focus community. Based on a 60% decline in headcount in 2019, the company had almost 420 employees at the time of data collection.

Sample

For this analysis, a convenient sample was chosen, as it's a non-probabilistic sampling procedure. Since it is easy to use and less expensive in terms of sampling, because it takes less time to collect data; in addition, it is commonly used in most research (Neuman, 2002). 80 questionnaires were circulated online to all workers of the central department in Kaduna, Abuja, and Kano as part of the study.

Data Collection

A survey was carried out and primary data were collected via a questionnaire and analyzed using appropriate statistical methods. The study was based on a developed questionnaire that was carried over from previous research. This part of the questionnaire consists of 18 basics of social media marketing and 7 best practices that can be applied to organizational performance by Wu (2016), Tajudeen, Jaafar and Ainin (2017); Parveen et al. (2016). The answers are ranked using a Likert scale of several options that calculate the weight of these elements. Therefore, the Five Likert Scale in this study is as follows: (always, 5, often 4, sometimes 3, rarely 2, and never 1) shows the research variables and elements that each variable represents for the independent variable measure up. In this analysis, the dependent variable is also measured on a five-point Likert scale (fully agree 5, agree 4, sometimes agree 3, disagree 2, and strongly disagree 1). After the data is obtained, structural equation modeling (SEM) is used to analyze it. Since SEM has become a common mathematical method in the social and behavioral sciences, this allow the model to be nomological networks by expressing theoretical ideas/concepts as structures and connecting them with structural models to analyze their relationships (Bollen, 1989).

Empirical Model

In this study, the Jamovi software is used to test the fit index model using the comparative fit index CFI, the RAMSEA mean root error for robustness testing, as PLS-SEM only reports the NFI normal fit index and the mean residual square root SRMR according to the index model. This will make the study more unique and increase the confidence of future researchers in the test of the index, especially if they are using PLS-SEM for their data analysis method. Second, the methodological contributions of many reports in the data analysis and presentation sections are improved. The general rule for analyzing confirmation factors is that all variables in the model have variations, but no correlations, and have independent means and variances. When modeling structural equations, the application of root mean square error (RMSEA), comparative goodness index (CFI), and Tucker-Lewis index (TLI) are heavily dependent on conventional shear. The off-value is developed on the basis of the maximum likelihood normal (ML) theory with continuous data (Bentler, 1990; Beauducel & Herzberg, 2006; Savalei, 2017). The thresholds for RMSEA <0.050 and <0.080 for a close and reasonable fit, respectively: The comparative fit index (CFI) and the Tucker-Lewis index (TLI)> 0.900 and> 0.950 were considered for an acceptable and excellent fit (Bentler, 1990). The normal fit index (NFI) and standard square root residuals (SRMR) <0.05 were also considered appropriate because these indices were independent of the estimators used. PLS-SEM has been a full estimator for SEM for the past decade, having been created by Herman, Wold (1975) for analyzing high-dimensional data in a low-structured context (Hair et al., 2014). As a consequence, PLS-SEM has been applied to a wide range of corporate research topics, including strategy, communications, logistics management, human resource management, banking, travel, and family enterprises (Hair et al., 2012; 2014).

Findings

The study used descriptive analysis, research hypotheses were presented and tested, and partial least squares SEMs were used to test the hypotheses. Respondents went through the management of the organization that participated in the research and which was made up of eighty (80), three states in the central department of Kaduna, Abuja and Kano. The questionnaire administered to

the staff of the central department of Kaduna, Abuja and Kano of Kongo Ltd, shows that the valid questionnaire was 91%. The 91% rate of respondents adequately represents the study population and would therefore be used for analysis purposes. 5 copies or 6% of the questionnaire were not returned while 2 copies (2.5%) have defects and were therefore rejected. Gender of the respondents, a total of 37 males (51%) and 36 females (49%) out of 73 respondents. Further it shows that 18 (25%) were less than 2 years old working experience, and 32 (44%) were between 3 and 5 years of work experiences, and 20 (27%) and 3 (4%) were 6 to 8 and over 8 years working experience, respectively.

Robustness Test

Using the Jamovi software, the adaptation of the model for the robustness value was calculated and the result show RMSEA values <0.050 and <0.080 for nearness and fairness with RMSEA 0.09 from the lower range were obtained: the comparative adjustment index (CFI) and the Tucker Lewis index (TLI)> 0.775 and> 0.75 were considered acceptable. Accepted or very good (Xia & Yang, 2018), the standard root mean (SRMR) <0.07 and an NFI value of 0.672, as this index does not depend on the estimators used.

SEM (Structural Equation Modeling) is used in this research. There are three key explanations that this method should be used. The sample size premise should be examined first in this analysis (Frazier et al. 2004). Second, it can be used to find causal interactions that can be predicted (Baron & Kenny 1986). Third, verify the hypothesis with Partial Least Squares (PLS) and Confirmation Factor Analysis (CFA). This procedure is important because it is more reliable than other methods when using small sample sizes (Jöreskog & Wold 1982). The data in this analysis was analyzed using the SmartPLS 3.2 platform.

From the figure 2 it show the loadings of respective indicators/items for the constructs and hence, it's reported by the reliability and validity, and discriminates validity. Internal consistency composite reliability (CR) and factor loading are used in this analysis to ensure the accuracy of the constructed first-order reflective constructs and to assess the reliability of each item (Nunnally 1994) It also uses the average variance expanded (AVE) method to assess the validity of the construct. Both insightful metrics had factor-loading values greater than 0.5, as seen in figure 2. It produces the desired result, as shown by the findings of many studies (Hair et al. 2011). The constructs obtained the optimal composite reliability (CR) of >0.7 and an appropriate AVE value of >0.5 Active approach 0.569, Engagement approach 0.615, Passive approach 0.856, and Performance 0.518

The discriminants validity explain how each variable is distinct from each other in the study. The study report Heterotraits-Monotraits Ratio. Thus, the study satisfy this discriminants validity criterion and hence reported. Figure 3 show the discriminant validity using the heterotraits-monotraits ratio. The Henseler et al. (2016) suggests that no load should be greater than 0.9. Measured at the highest value, namely 0.707, this indicates that discriminatory validity is achieved using the heterotraits-monotraits ratio.

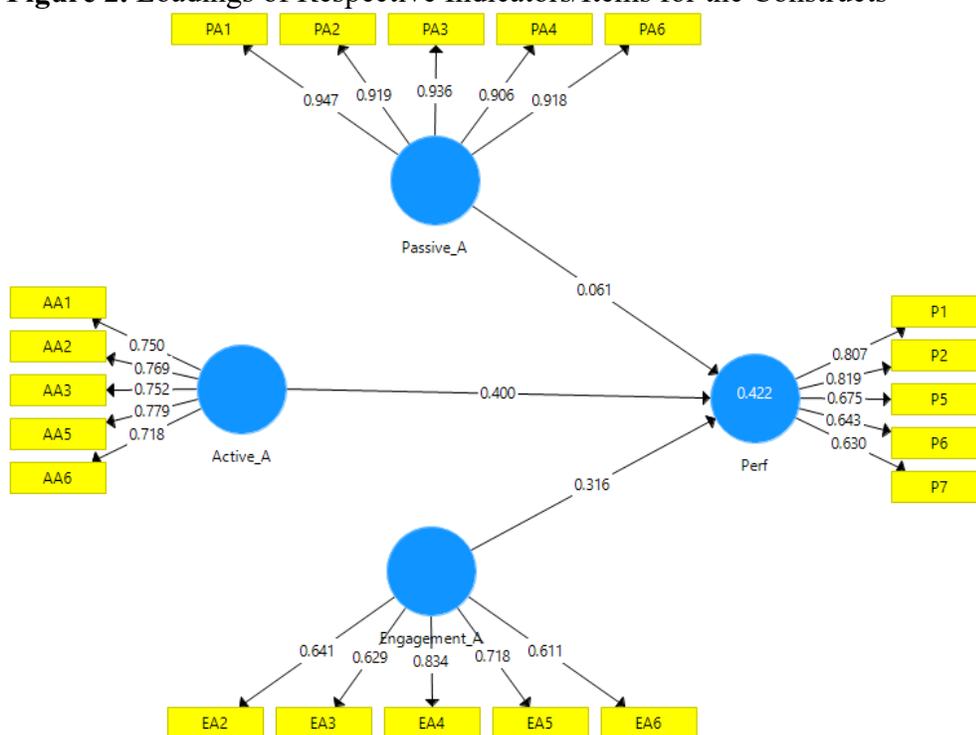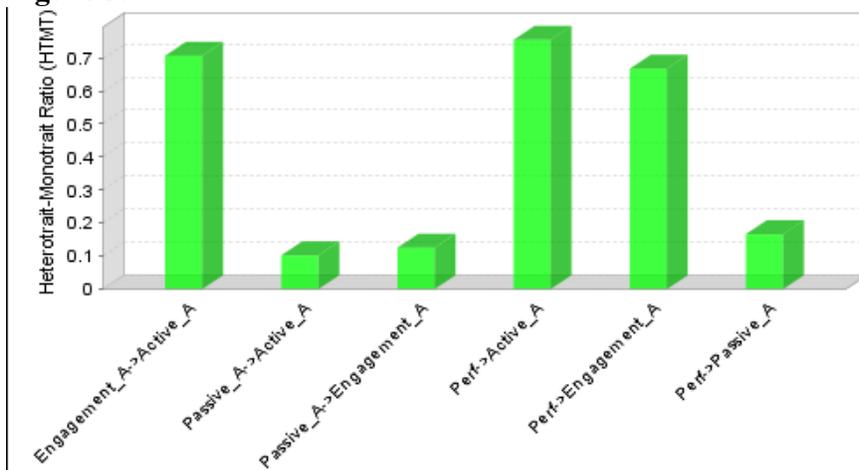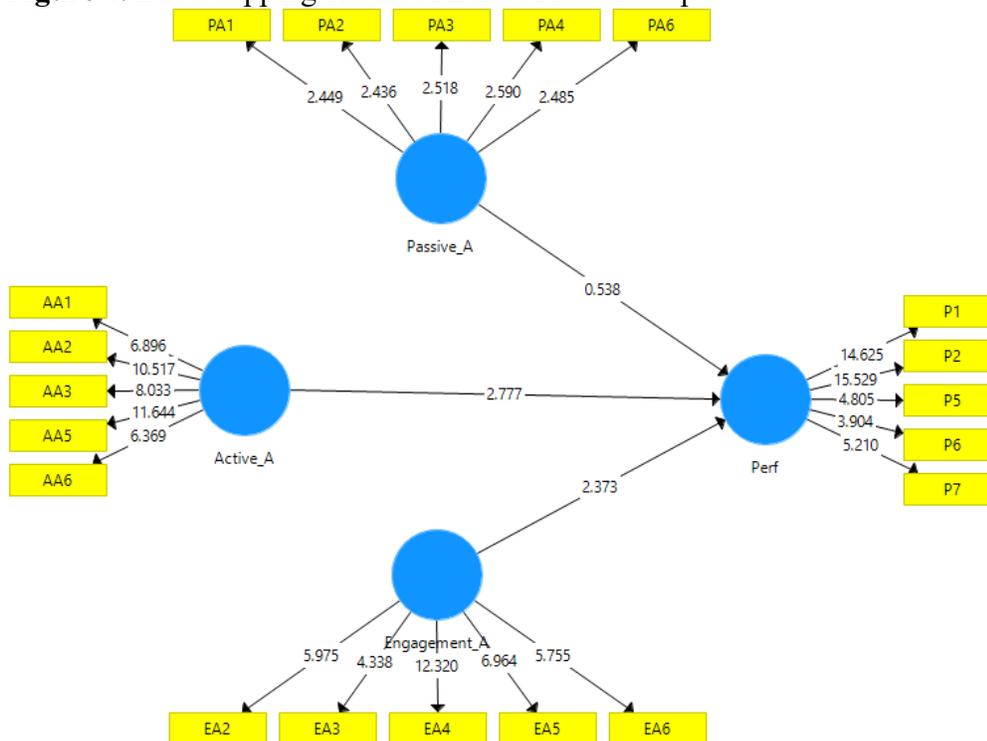**Figure 2.** Loadings of Respective Indicators/Items for the Constructs

Figure 3. Heterotrait-Monotrait Ratio

The assessment of structural models is included in this section. It also completes the SEM model, which outlines the relationship between the model's latent variables (Chin 2010).

Figure 4. Bootstrapping Result of Direct Relationship

Show the result of bootstrapping of the direct relationship between the independent variables and the dependent variable of the study and it show the test of hypotheses. Below is the result of the test of hypotheses in table 1

Table 1. Test of Hypotheses

	Original Sample (O)	M	STDEV	T Statistics (|O/STDEV|)	P Values	Decision
Active-A -> Perf	0.4	0.382	0.144	2.777	0.006	Supported
Engagement-A-> Perf	0.316	0.345	0.133	2.373	0.018	Supported
Passive-A -> Perf	0.061	0.086	0.113	0.538	0.591	Not Supported

R2 .422

The bootstrapping procedure is seen in Table 1 for evaluating hypotheses and determining the significance of constructs (Henseler et al. 2015). The table also shows that for the two-tailed test at significant level p = 0.05, the structures in the model should have a critical value of 1.96. As a result, it support the following hypotheses:

The estimation of the relationship between the structures is summarized in Table 1. (Endogenous and exogenous). As a consequence of the observations.

- **H01:** There is a significant relationship between the passive approach of social media marketing and the online retail performance of Konga Nigeria Ltd. (β = 0.061, t-value 0.538 and P-value = 0.591).
- **H02:** There is a significant relationship between the active social media marketing approach and the online retail performance of Konga Nigeria Ltd. (β = 0.400, t-value 2.777 and P-value = 0.006).

- **H03:** There is a significant relationship between the engagement in social media marketing and the online retail performance of Konga Nigeria Ltd. ($\beta = 0.316$, t-value 2.373 and P-value = 0.018).

Conversely, the results show that the active approach has a major influence on online retail performance with ($\beta = 0.400$), while engagement has ($\beta = 0.316$) has the second influence on organizational performance. The passive approach was also weak ($\beta = 0.061$) and positive but insignificant for online retail performance.

Evaluate the Predictive Relevance (Q2)

The final step in testing a structural model is to evaluate predictive relevance using the Stone-Geissor test, which is achieved using a blind folding technique (Hair et al. 2011; Henseler et al. 2009). Table 6 shows that all structures Q2 are greater than or equal to zero. As a result, the Q2 values amount to (0.196) for online retail performance, implying that all of these structures in the model have predictive validity.

Practical Implications

This study examines the impact of social media marketing using indicators of a passive, active approach and commitment to social media marketing. The results support the postulated model. The PLS approach in particular led to the H3 not supported; As the passive approach of social media marketing is found to have a positive and insignificant impact on the online retail performance of Konga Ltd. This is in line with the results of previous literature searches (Singaraju et al. 2016). The positive effect of a passive approach to social media marketing shows that the organizational architecture is good but cannot affect business performance. In this regard, successful positioning of social media marketing can be seen as a benefit for the company to differentiate its products from existing competitors, create a distinct impression, generate more demand, and increase the benefits of greater interaction. Social marketing and identification process that can also use Konga technology on social media.

In addition, the results of this quantitative study show that an active approach to social media marketing has a significant positive effect with the online retail performance of the company. Therefore the alternative hypothesis H1 is supported. In other words, the detail of the active approach required expands the role of social media from a single communication tool to a tool for acquiring knowledge about customers and markets. Hence, based on existing resources and organizational skills, marketers can strategically develop different resources from social media. This finding is consistent with findings from previous studies such as Shen et al. (2019), Vinerean and Opreana (2019) and Liu, Shin & Burns (2019) in Western countries. Their results suggest that an active approach to social media marketing leads to a competitive advantage for online businesses. Additionally, the success of various social media marketing programs depends on the company's ability to identify and consume customer assets. To turn customers from passive recipients of social media offers from companies into active value creators.

The results also show that the social media marketing engagement approach has a positive and significant effect on Konga Nigeria Ltd.'s performance. This third H2 hypothesis is supported. This suggests that the approach and strategy of social media marketing engagement established by

this company may have appropriate tools to compare the efficiency and relevancy of various social media channels and promotional materials that can help marketers take the initiative to take correct decisions help improve competitiveness. This finding is supported by the work of Fehrer et al. (2018) who found that customer-to-customer interactions are very important, especially for maximum engagement behavior. The same is also suggested by Trainor et al. (2014), which opens up many internal barriers to social media marketing practices and processes that can improve viability in a competitive marketplace. Companies develop specialist knowledge in order to identify and develop loyal customers based on the information generated by social media interactions

Conclusions

Social media marketing is considered to be one of the most important elements influencing any third world online business from any line of business. This is supported by the main hypothesis of this study that there is a link between social media marketing and the online retail performance of Konga Nigeria Ltd. However, it was found that the dimensions representing the passive approach, the active approach and the engagement approach have a relationship with online retail performance.

The results of empirical research show that the passive approach has a weak positive and insignificant impact on online retail performance. These results highlight Konga Nigeria's need to invest more in a passive approach to social media marketing tools and ensure that all announced products and current delivery schedules are the most effective avenue for a passive-random approach. Managers need to be able to inspire their social media audience to leave comments, share evidence with others with information, and like online products and services.

Konga management must adhere to an active approach to social media marketing in event marketing operations that serves as a shared experience for the target audience, and companies must offer attractive descriptions of each event by adding compelling visual content to the create social media. In this way, it contributes to the promotional affiliate link for each page of the event and is easily accessible through the home page of the occasional social media handle. The results showed that the engagement approach had a significant impact on the performance of Konga Nigeria. Because of this, the study suggests that corporate top management should maintain their critical control guidelines by employing social media marketing technologies to reap the expected benefits of business initiative tools to run in an innovative, efficient, and effective manner from social media marketing function. It becomes important for the Konga management to precisely classify the vital metrics for determining social media passive, active and engagement for important advertising measures.

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